

# Case Study

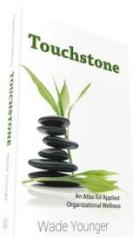
WadeYounger.com

TheValueWave.com

## Reenergizing Sales Teams to Win in the Face of Economic

### Services

Needs Analysis  
Change Management  
Process Improvement  
Coaching  
Innovation Clinics  
Strategic Planning  
Implementations  
Personal Development



*"Much more than a conference speaker."*

### Scenario

The largest hotel supplier in North America chose Wade Younger to deliver a keynote to their 700 top performers at the company's annual sales rally. The company is privately owned with a long history of commitment to their customers, and services most of the nation's major hotel chains.

The client read Wade's book, *Touchstone* and the message resonated so well with what the company wanted to achieve, they brought him in to reenergize and inspire the team to outperform themselves that following year.

### Challenge/Goal

Although the company as a whole was having a fairly good year, some sales people were having mixed results due to the challenging economic climate. Customers were reporting layoffs and expressing negative sentiment in the years ahead.

And adding to the economic uncertainty, there were other personnel challenges that needed addressing such as career growth.

They also wanted to balance their global strategies to stay ahead of the competition with their desire to maintain their culture of openness and cooperation.

### Solution

With such a mix of challenges to contend with, Wade strategized that in order to reenergize and inspire the team to move past the economy, past the competition, past themselves, they needed to bring the focus back to connecting with their customer.

### Results

Wade helped the sales team to see that by focusing on the customer and their needs, your needs get met in proximity to your commitment to them. In this type of environment, building trust and commitment is key to developing skills to influencing others, which is a critical sales skill in instances where deals die on lower bids.

Wade's message helped to demonstrate to her audience the power of influence and sales. He provided actionable steps for teams to integrate into their own techniques.